

**Amendments to the Claims:**

This listing of claims replaces all prior versions and listings of claims in the application:

**Listing of Claims:**

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1-81. (Canceled).

82. (New) A method of presenting content, the method comprising:

determining a geographic location of a user;

determining a local day-part appropriate for the geographic location;

receiving content from two or more content sources;

designating a content source from among the two or more content sources based upon the determined local day-part;

configuring a content display to feature content from the designated content source over content from other of the content sources; and

presenting the content display to the user.

83. (New) The method of claim 82, wherein receiving content comprises receiving content from two or more broadcast sources.

84. (New) The method of claim 83, wherein receiving content from two or more broadcast sources comprises receiving content from two or more broadcast networks.

85. (New) The method of claim 82, wherein featuring content from the designated content source comprises configuring the content display to display only content related to the designated content source.

86. (New) The method of claim 82, wherein featuring content from the designated content source comprises configuring the content display to display a majority of content related to the designated content source.

87. (New) The method of claim 82, wherein featuring content from the designated content source comprises configuring the content display to display content related to the designated content source in a prominent position on the content display relative to a position of content from one or more other content sources.

88. (New) The method of claim 82, wherein featuring content from the designated content source comprises configuring the content display to display content related to the designated content source in a prominent manner on the content display relative to a manner used to display content of one or more other content sources.

89. (New) The method of claim 82 wherein content includes content other than advertising content.

90. (New) The method of claim 89 wherein:

- receiving further comprises receiving one or more advertising segments corresponding to one or more of the content sources;
- identifying further comprises identifying one or more advertising segments corresponding to the designated content source; and
- configuring further comprises configuring the content display to feature one or more advertising segments corresponding to the designated content source over advertising segments from other of the content sources.

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91. (New) The method of claim 90, wherein featuring one or more advertising segments corresponding to the designated content source comprises configuring the content display to display only advertising segments related to the designated content source.

92. (New) The method of claim 90, wherein featuring one or more advertising segments corresponding to the designated content source comprises configuring the content display to display a majority of advertising segments related to the designated content source.

93. (New) The method of claim 90, wherein featuring one or more advertising segments corresponding to the designated content source comprises configuring the content display to display advertising segments related to the designated content source in a prominent position on the content display relative to a position of content from one or more other content sources.

94. (New) The method of claim 90, wherein featuring one or more advertising segments corresponding to the designated content source comprises configuring the content display to display advertising segments related to the designated content source in a prominent manner on the content display relative to a manner used to display content of one or more other content sources.

95. (New) The method of claim 82, wherein configuring a content display further comprises configuring a communications utility based upon the determined local day-part.

96. (New) The method of claim 95 wherein configuring a communications utility comprises configuring a chat room.

97. (New) A computer program stored on a computer readable medium, the computer program comprising instructions for:

determining a geographic location of a user;

determining a local day-part appropriate for the geographic location;  
receiving content from two or more content sources;  
designating a content source from among the two or more content sources based upon the determined local day-part;  
configuring a content display to feature content from the designated content source over content from other of the content sources; and  
presenting the content display to the user.

98. (New) The computer program of claim 97, wherein instructions for receiving content comprises instructions for receiving content from two or more broadcast sources.

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99. (New) The computer program of claim 98, wherein instructions for receiving content from two or more broadcast sources comprises instructions for receiving content from two or more broadcast networks.

100. (New) The computer program of claim 97, wherein instructions for featuring content from the designated content source comprises instructions for configuring the content display to display only content related to the designated content source.

101. (New) The computer program of claim 97, wherein instructions for featuring content from the designated content source comprises instructions for configuring the content display to display a majority of content related to the designated content source.

102. (New) The computer program of claim 97, wherein instructions for featuring content from the designated content source comprises instructions for configuring the content display to display content related to the designated content source in a prominent position on the content display relative to a position of content from one or more other content sources.

103. (New) The computer program of claim 97, wherein instructions for featuring content from the designated content source comprises instructions for configuring the content display to display content related to the designated content source in a prominent manner on the content display relative to a manner used to display content of one or more other content sources.

104. (New) The computer program of claim 97 wherein content includes content other than advertising content.

105. (New) The computer program of claim 104 wherein:

instructions for receiving further comprises instructions for receiving one or more advertising segments corresponding to one or more of the content sources;

instructions for identifying further comprises instructions for identifying one or more advertising segments corresponding to the designated content source; and

instructions for configuring further comprises instructions for configuring the content display to feature one or more advertising segments corresponding to the designated content source over advertising segments from other of the content sources.

106. (New) The computer program of claim 105, wherein instructions for featuring one or more advertising segments corresponding to the designated content source comprises instructions for configuring the content display to display only advertising segments related to the designated content source.

107. (New) The computer program of claim 105, wherein instructions for featuring one or more advertising segments corresponding to the designated content source comprises instructions for configuring the content display to display a majority of advertising segments related to the designated content source.

108. (New) The computer program of claim 105, wherein instructions for featuring one or more advertising segments corresponding to the designated content source comprises instructions for configuring the content display to display advertising segments related to the designated content source in a prominent position on the content display relative to a position of content from one or more other content sources.

109. (New) The computer program of claim 105, wherein instructions for featuring one or more advertising segments corresponding to the designated content source comprises instructions for configuring the content display to display advertising segments related to the designated content source in a prominent manner on the content display relative to a manner used to display content of one or more other content sources.

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110. (New) The computer program of claim 97, wherein instructions for configuring a content display further comprises instructions for configuring a communications utility based upon the determined local day-part.

111. (New) The computer program of claim 110 wherein instructions for configuring a communications utility comprises instructions for configuring a chat room.

112. (New) A computer program, stored on a computer readable medium, the computer program comprising:

- means for determining a geographic location of a user;
- means for determining a local day-part appropriate for the geographic location;
- means for receiving content from two or more content sources;
- means for designating a content source from among the two or more content sources based upon the determined local day-part;
- means for configuring a content display to feature content from the designated content source over content from other of the content sources; and

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Page : 8 of 11

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means for presenting the content display to the user.

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